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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

UNIVERSITY OF SOUTHERN CALIFORNIA,

Opposition No. 91125615

v.

Opposer,

Serial No.

75/358,031

Mark:

SC (Stylized)

Filed:

September 16, 1997

Published:

May 18, 1999

UNIVERSITY OF SOUTH CAROLINA,

Applicant.

OPPOSER'S NOTICE OF RELIANCE NO. 26 UNDER 37 C.F.R. § 2.120(j) AND TBMP § 704.09 OFFERING INTO EVIDENCE DISCOVERY DEPOSITIONS

Pursuant to 37 C.F.R. § 2.120(j) and TBMP § 704.09, Opposer, the University of Southern California, ("Opposer") submits this Notice of Reliance on additional discovery deposition testimony of Dan Stimmler, which Opposer believes should be considered by the Board so as to clarify the record and make not misleading the testimony from Mr. Stimmler's deposition that was previously offered by Applicant, the University of South Carolina, ("Applicant") in Applicant's Notice of Reliance No. 27.

(4) If only part of a discovery deposition is submitted and made part of the record by a party, an adverse party may introduce under a notice of reliance any other part of the deposition which should in fariness be considered so as to make not misleading what was offered by the submitting party.

37 C.F.R. § 2.120(j)(4).

Attached as Exhibits 420-424 are true and correct copies of the following portions from the discovery deposition of Dan Stimmler, which supplement those portions previously offered



by Applicant. An explanation as to why Opposer is relying in the additional testimony follows. Accordingly, the requirements of 37 C.F.R. § 2.120(j) and TBMP § 704.09 are satisfied.

Opposer's Ex. No.	Description	Explanation of Relevance
420	Stimmler Discovery Depo. 99:22-101:12.	Applicant's Exhibit 443 notes that Mr. Stimmler could not recall any specific instance of actual confusion on the mark at issue. However, he did testify that he was generally aware in the past of instances of actual confusion with Carolina and could not recall whether it was this specific mark or not.
421	Stimmler Discovery Depo. 33:16-34:6; 36:12- 20; 36:25-37:21.	Applicant's Exhibit 430 discusses the fact that California has not sold product branded with other institutions through the www.uscbookstore.com website. This may leave the impression that California never sells products for other schools. This additional testimony clarifies the record on that point.
422	Stimmler Discovery Depo. 41:1-44:25.	Applicant's Exhibits 435-436 suggest a limited view of California's potential customers. During the same deposition, Mr. Stimmler explained that a wide variety of retailers (including Footlocker, Wal-Mart, Target, and K-Mart) are competing with the University of Southern California Bookstores for the same customers in connection with the sale of merchandise bearing California's marks.
423	Stimmler Discovery Depo. 32:4-7; 48:7-50:5; 78:21-79:4; 79:14-79:18.	Applicant's Exhibit 432 discusses sales of "Team Trojan" in a context that might suggest that "Team Trojan" referred to all merchandise branded by California. In fact, "Team Trojan" is one specific brand controlled directly by California which exists in addition to all of the licensees who sell other merchandise branded by California. This additional testimony addresses the description of "Team Trojan."

Opposer's Ex. No.	Description	Explanation of Relevance
424	Stimmler Discovery Depo. 16:12-17; 27:11- 30:24.	Out of context, Applicant's Exhibit 438 might suggest that that the University of Southern California Bookstore consists of a single retail location. This additional testimony addresses the variety of locations (including mall locations miles from the campus) maintained by the University of Southern California Bookstore

Dated: May 11, 2006

Respectfully submitted,

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UNIVERSITY OF SOUTHERN
CALIFORNIA,
Opposer,
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ORIGINAL

DEPOSITION OF DANIEL R. STIMMLER
Los Angeles, California
Wednesday, August 17, 2005

Excerpt

Reported by:

LINDA A. BANKEY

CSR No. 7993

JOB No. 913006

Opposition No. 91125615 Univ. Southern California v. Univ. South Carolina

Esquire Deposition Services 323.938.2461

Opposer's Ex. No. <u>420</u>, Pg. No. ____

	1	BY MR. McELWAINE:
,	2	Q Are you aware that ESPN SportsCenter uses
	3	the letters "SC"?
	4	A I am.
03:40	5	Q What do you think about that?
	6	A I think they're trying to copy us.
	7	Q Do you know whether a cease and desist
	8	letter has been sent to ESPN?
	9	A I don't know.
03:40	10	Q Are you aware of any incidents of actual
	11	confusion between a trademark owned by the University
	12	of Southern California and the University of
	13	South Carolina's "SC" baseball mark shown in
, · · · · · · · · · · · · · · · · · · ·	14	Exhibit 10?
03:41	15	A No.
	16	MR. McELWAINE: I have no further questions.
	17	MR. ADLER: Let's go off the record for a
	18	minute.
	19	(Recess.)
03:42	20	EXAMINATION
	21	BY MR. ADLER:
ļ	22	Q Just a minute ago in response to
	23	Mr. McElwaine, you said that you were not you
,	24	didn't specifically recall any confusion with the
03:42	25	logo shown on Exhibit 10; correct?
<i>:</i>		Opposition No. 91125615 Univ. Southern California v.
•	\bigvee	Univ. South Carolina 99

	1	A Correct.
,s 	2	Q Are you aware of any confusion any actual
	3	confusion with University of South Carolina
	4	merchandise?
03:42	5	A Yes.
	6	Q And how have you become aware of such
	7	confusion?
	8	A In my position at the bookstore, we have
	9	received University of South Carolina merchandise as
03:43	10	samples to approve and even in some cases as product
	11	fulfillment from vendors, which has been a mistake
	12	which, you know, was supposed to be University of
	13	Southern California product.
•	14	And in my personal life, my family has given
03:43	15	me University of South Carolina merchandise before as
	16	a gift thinking that it commemorated the University
	17	of Southern California.
	18	Q And in particular on the "SC" logo, do you
	19	know whether any of the merchandise that you're
03:43	20	talking about for actual confusion can you say
	21	that it was not that "SC" logo?
	22	MR. McELWAINE: Object to the form. I think
	23	it's also vague and ambiguous.
	24	MR. ADLER: Let me see if I can ask him a
03:43	25	better way.
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	F	
	1	MR. McELWAINE: It's tough.
· ·	2	BY MR. ADLER:
	3	Q You have received material with
	4	South Carolina logos; correct?
03:43	5	A Yes.
•	6	Q Do you know whether or not any of that
	7	material was the logo on Exhibit 10?
	8	A I do not know.
	9	Q So it could have been the material on
03:44	10	Exhibit 10?
	11	MR. McELWAINE: Object to the form.
	12	THE WITNESS: Correct.
·	13	MR. ADLER: All right. No further
· ·	14	questions.
03:44	15	MR. McELWAINE: Nothing.
	16	MR. ADLER: Okay. Off the record.
	17	(Discussion off the record.)
	18	MR. ADLER: We have gone off the record, and
	19	we've agreed that the original will come to counsel
03:45	20	for the witness, and we will provide corrections and
	21	signatures under the TTAB rules.
	22	MR. McELWAINE: So agreed.
	23	///
	24	///
	25	

UNIVERSITY OF SOUTHERN CALIFORNIA,

Opposition No. 125,615

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Opposition No. 91125615 Univ. Southern California v. Univ. South Carolina

Esquire Deposition Services 323.938.2461

Opposer's Ex. No. <u>421</u>, Pg. No. <u>1</u>.

	1	Q	And do you know how to spell "Dou	gherty"?
· ·	2	A	D-o-u-g-h-e-r-t-y.	
•	3	Q	Do you know what Mr. Eskenazi's p	osition is
•	4	within A	thletics?	
01:50	5	А	I believe he's associate an as	sociate
	6	director	of athletics in charge of marketi	ng.
	7	Q	What about Carol Dougherty? Do y	ou know her
	8	position	?	
	9 .	A	Carol Dougherty is the senior ass	ociate
01:50	10	athletic	director. I believe she has all	of women's
	11	sports,	and she has a large amount of the	business
	12	responsi	bility for the department as well.	
	13	Q.	Do you sell any University of Sou	th Carolina
Ĺ	14	products	or branded products at the USC Bo	ookstores?
01:51	15	A	No.	
	16	Q	Do you sell any other universities	es' products?
	17	A	Occasionally we do.	
	18	Q	Okay. And whose what universi	lties?
	19	A	For some of the larger home games	s when we
01:51	20	have a s	strong branded school that we're pl	laying such
	21	as Notre	e Dame or UCLA, we'll carry their p	products.
	22	Q	And how long do you carry those p	products
	23	for?		
	24	А	We typically will carry them as	long as we
01:51	25	have to	sell them.	
f		,		Opposition No. 91125615 Univ. Southern California v. Univ. South Carolina

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	1	Q Do you usually start a week or so before the
	2	game and then until inventory runs out?
<u> </u>	3	A We typically plan to have them there the
	4	week before the game, and we only order the amount
01:52	5	that we speculate we'll sell by the end of the game,
į	6	and then we get out of the business.
	7	Q Does that make up a large percentage of the
	8	USC Bookstores' sales?
	9	A No, it does not.
01:52	10	MR. ADLER: I'll represent for the record
	11	that Jose Eskenazi's title is assistant athletic
	12	director of marketing.
	13	MR. McELWAINE: Thank you.
	14	Before you close out, can you spell it just
01:52	15	in case I got it wrong?
	16	MR. ADLER: Sure. It's E-s-k-e-n-a-z-i.
	17	BY MR. McELWAINE:
	18	Q Mr. Stimmler, can you turn to the page I
	19	think it's the third page of Exhibit 2 that says
01:52	20	states "Apparel" on it? Do you see that?
	21	A Yes, I do see that.
	22	Q Are you familiar with this page of your Web
	23	site?
	24	A Yes.
01:53	25	Q Okay. Do you believe it's clear that this
t	-	Opposition No. 91125615

	1	with the Trojan's trademark?
	2	A Yes, it is.
i.	3	Q And it mentions the name of the University
	4	of Southern California?
01:54	5	A Yes.
	6	Q Flip to the next page.
	7	Do you recognize this page?
	8	A I do.
	9	Q Can you tell me what it is?
01:54	10	A It's the page that represents some of the
,	11	hats that we sell on-line.
	12	Q Do you sell any other universities' hats
	13	on-line?
f -	14	A Not on this page, no.
01:54	15	Q Do you believe that you have in the past
	16	sold another university's hat on-line?
	17	A Yes.
	18	Q Okay. And whose would that have been?
	19	A It could have been a number of schools' hats
01:54	20	that we would have sold on-line.
	21	Q And would that have fallen under the
	22	category that you described a little while ago, if it
	23	was a very well-known team?
	24	A Correct.
01:55	25	Q Okay. Tell me some of the just what you
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Opposer's Ex. No. <u>421</u>, Pg. No. <u>4</u> .

1	\ г	
	1	can remember some of those well-known teams that
,	2	you have offered products for sale.
	3	A They would include Penn State, Miami,
	4	Florida State, Nebraska, Texas, Tennessee, LSU.
01:55	5	Q And you've sold product with those schools'
	6	trademarks on-line; is that right?
	7	A Correct.
9	8	Q Is this Web site clearly marked with the
	9	Trojan's trademark?
01:55	10	A Yes, it is.
	11	Q And as well, it's marked with the words
	12	"University of Southern California"?
	13	A It is marked with the words "University of
	14	Southern California."
01:56	15	I want to be really clear about when you say
	16	the "Trojan trademark."
•	17	Q Uh-huh.
	18	A I'm not in a position to tell you if the
	19	Trojan image on the page is actually a Trojan
01:56	20	trademark or if the head as its trademark would be a
	21	trademark
	22	Q Right.
	23	A or if the font in Trojan and the way that
	24	it's written is actually trademarked.
01:56	25	Q But it does have the words
Í		Opposition No. 91125615

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UNIVERSITY OF SOUTHERN
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Reported by:

LINDA A. BANKEY

CSR No. 7993

JOB No. 913006

Opposition No. 91125615 Univ. Southern California v. Univ. South Carolina

Esquire Deposition Services 323.938.2461

Opposer's Ex. No. 422, Pg. No. 1.

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	1	Q Who are the USC Bookstores' top three
	2	competitors?
	3	MR. ADLER: Objection. Vague and ambiguous.
	4	THE WITNESS: For what merchandise?
02:00	` 5	BY MR. McELWAINE:
	6	Q For clothing.
	7	MR. ADLER: The same objection.
	8	THE WITNESS: I'd have to look on-line to
	9	tell you that.
02:00	10	BY MR. McELWAINE:
	11	Q Well, can you why would you have to look
	12	on-line?
	13	A Well, if you're looking for an on-line
• •	14	competitor, there's a couple of them, but I'm not
02:01	15	familiar with their names.
	16	Q Okay.
	17	A If you're talking about brick-and-mortar
	18	Q Yeah, let's take it one-by-one.
	19	How about brick-and-mortar? Who are your
02:01	20	biggest competitors three biggest competitors from
	21	a brick-and-mortar standpoint?
	22	MR. ADLER: Objection. Vague and
	23	ambiguous.
	24	THE WITNESS: Probably Foot Locker,
02:01	25	department stores in general and maybe some of the
·	V	

1	, · ·	
	1	big box retailers.
	2	BY MR. McELWAINE:
•	3	Q Why do you consider Foot Locker a
	4	competitor?
02:01	5	A Foot Locker does a good job of keeping the
	6	regional schools' merchandise in their store.
	7	Q And what types of merchandise would
	8	Foot Locker keep that would be competitive to what
	9	the University Bookstore sells?
02:01	10	A I would consider any USC apparel that
	11	Foot Locker sells as being in competition for us.
	12	Q But with Foot Locker, would it mainly be
	13	hats and T-shirts?
	14	A No, I have seen Foot Locker carry everything
02:02	15	from jackets to sweat shirts to shorts.
	16	Q Tell me about department stores. How how
	17	do you consider department stores to be a competitor?
	18	A I have seen department stores sell elements
	19	of the entire Nike line through their retail
02:02	20	locations.
	21	Q And when you say "elements of the Nike
	22	line," would that be for non-University of
	23	Southern California-branded products?
	24	A No, I'm the line I'm mentioning is the
02:02	25	USC Nike line that I see them carry.
	\downarrow	

	1	Q All right. And can you tell me what that
-~ ,	2	is?
	3	A Nike produces a line of USC clothing as the
	4	official sponsor of the USC Athletic Department, and
02:03	5	some of the product is released to retail. We will
	6	carry it, and they also the department stores will
	7	carry it.
:	8	Q Can you describe to me what the products are
	9	in the Nike line?
02:03	10	A The Nike line can range anywhere from
į	11	replica football/basketball jerseys to authentic
·	12	football jerseys to T-shirts, hats, sweat shirts,
	13	sweat suits, women's clothing, socks and shoes.
:	14	Q And has Nike licensed a number of
02:03	15	different trademarks from the University of
	16	Southern California?
	17	A Yes, they have.
	18	Q It's not just athletics?
	19	A It is only athletics.
02:03	20	Q Only athletics?
	21	A Correct.
	22	Q So it would not include the word "Trojans"?
	23	A It can include the word "Trojans," but the
	24	style that they use is the athletic style of
02:03	25	"Trojans."
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1	/		
		1	Q And when you say "athletic style Trojans,"
, m. *		2	can you describe that to me?
		3	A Typically it's the script "Trojans" that you
		4	find over the SC interlock.
02	2:04	5	Q You also said that you considered big box
		6	retailers to be a competitor.
		7	Why do you consider them to be a competitor?
		8	A I consider the big box retailers to be a
		9	competitor because they'll typically take a T-shirt
02	2:04	10	and a hat concept and bring in a subquality
		11	merchandise level that is undercutting the price
		12	points of where we are.
		13	Q Can you give me an example of a big box
(+		14	retailer?
0	2:04	15	A I would consider a big box retailer to be a
		16	Wal-Mart, Target, K-Mart.
		17	Q Do you know whether those products are
		18	officially licensed products?
		19	A I would hope and assume that they would be
0	2:04	20	officially licensed products.
		21	Q Do you believe that your customers are
		22	alike? Scratch that.
		23	Do you believe that you have are after
		24	the same customers that Foot Locker is after?
O	2:05	25	A I do.
<u></u>			Opposition No. 91125615

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JOB No. 913006

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Esquire Deposition Services 323.938.2461

Opposer's Ex. No.423, Pg. No. 1.

	1	to any of the athletic apparel, paper napkins, cups,
+	2	bumper hitches, stickers. Anything that you would
	3	typically see at a tailgate.
	4	Q Tell me what is "Team Trojan."
01:48	5	A "Team Trojan" is a brand that is completely
	6	created and sourced by the University Bookstore in
	7	partnership with the USC Athletic Department.
•	8	Q What cooperation or input does the
	9	Athletic Department have?
01:49	10	A The Athletic Department grants the exclusive
	11	rights to the SC interlock and Athletic Department
	12	marks to us and also manage the complete marketing of
	13	the "Team Trojan" brand.
<i>C</i> ;	14	Q Who at the Athletic Department does that?
01:49	15	A I think they're all involved in it.
	16	Q The entire Athletic Department?
	17	A Correct.
	18	Q Is there any particular person that you have
	19	worked with at Athletics more than others?
01:49	20	A Yes.
	21	Q Okay. And who would that be?
	22	A I would say Jose Eskenazi.
	23	Q Can you spell that last name?
	24	A I believe it's E-s-k-e-n-a-z-i. And Carol
01:50	25	Dougherty.
1		Opposition No. 91125615 Univ. Southern California v. Univ. South Carolina

	1	the two
}	2	THE WITNESS: The Team Trojan.
	3	MR. ADLER: the Team Trojan. Those are
	4	the two that are authorized for that specific format.
02:09	5	MR. McELWAINE: Well, I guess I'm a little
	6	confused.
	7	Q Tell me a little bit more about the
	8	Team Trojan licensing program then.
	9	Is it only with Nike?
02:10	10	A No. Athletics controls who gets to use the
	11	exclusive athletic marks. They have granted that
	12	approval to Nike and to Team Trojan. Team Trojan is
	13	a brand similar to Nike. If you look on the label,
	14	if you look on the hang tag, it's Team Trojan. So
02:10	15	they use the same marks in their merchandise
	16	creation.
	17	Q What other marks does Team Trojan utilize,
	18	if you know?
	19	A They can use any marks that they want, but
02:10	20	we keep Team Trojan typically for the athletic marks.
	21	Q Why was Team Trojan developed by the
	22	University of Southern California as a program?
	23	A Team Trojan was developed because there was
	24	a demand for additional products that could not be
02:10	25	filled by Nike, and there was opportunity to do
7		

	1	`	
		1	additional products that weren't included by Nike.
1	ا د	2	Q Why not license it to a third party? Why
		3	did the University of Southern California decide to
		4	sort of put together its own brand?
	02:11	5	A I'd say there's two reasons, to make sure
	-	6	that we can control the quality of product that's
		7	developed and because we had greater access to
		8	manufacturing and design than any other brand would.
		9	Q Explain that. Why would you have greater
	02:11	10	access?
		11	A If you reviewed what other brands in the
		12	emblematic market were able to do versus what we are
		13	able to do, we have greater flexibility in in the
 {	;	14	fact that we're completely vertical from a cotton
	02:12	15	ball to end product. So we can change anything we
		16	want.
		17	Q I'm still not sure I understand that.
		18	A Are you familiar with Russell Athletic and
		19	Champion?
	02:12	20	Q Yeah.
		21	A They have very distinct styles, and they
		22	have very distinct focuses on what they do and what
		23	they do well.
		24	We wanted to have more flexibility to be
	02:12	25	able to do anything in the world that we wanted to,
i t	•	V	
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	· -	
	1	and because of our connections overseas and our
-	2	design connections, we are able to do that ourselves.
	3	So by partnering with one other brand, you would take
	4	on their distinct style or focus, and we wanted more
02:12	5	flexibility than that.
	6	Q The revenue made by the USC Bookstore
	7	does that go back into the bookstore, or does that go
	8	to the university?
	9	A The University Bookstore works on a
02:13	10	zero-based budget. So we end up with a zero on our
	11	bottom line at the end of the year.
	12	Q Meaning that you're paying something to the
	13	University of Southern California, I assume?
	14	A We pay indirect costs to the University of
02:13	15	Southern California to operate the stores, yes.
	16	Q In general, who are your customers?
	17	MR. ADLER: Is this a good time for a break?
	18	MR. McELWAINE: Sure. Let's get an answer
	19	to the question
02:13	20	MR. ADLER: Oh, sure.
	21	MR. McELWAINE: and then we'll
	22	MR. ADLER: I just sensed you were moving on
	23	to a new topic.
	24	THE WITNESS: The University Bookstore
02:13	25	customers are our students, faculty, staff, alumni
{		

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	1	A No.
	2	Q Okay. Do they private label shirts through
	3	Team Trojan's program?
	4	A Yes.
03:04	5	Q Okay. Does the University of
	6	Southern California manufacture any hats?
	7	A No.
	8	Q Does the University of Southern California
	9	manufacture any shorts?
03:04	10	A No.
	11	Q Does the University of Southern California
	12	manufacture any baseball uniforms?
	13	A No.
	14	Q Does the University of Southern California
03:05	15	place either USC does the University of
	16	Southern California place the words or the letters
	17	"USC" on the Team Trojan labels?
	18	MR. ADLER: Objection. Vague and ambiguous.
	19	THE WITNESS: We try not to.
03:05	20	BY MR. McELWAINE:
ļ	21	Q Okay. Does it what does a Team Trojan
	22	label look like?
	23	A The Team Trojan label has the SC interlock
	24	with the Trojans over it and the words "Team Trojan"
03:05	25	on it.
1		Opposition No. 91125615 Univ. Southern California v. Univ. South Carolina

Univ. South Carolina

	i /	<u>۱</u> ۲ .	
		1	Q So it appears that the manufacturer of that
1	 i	2	product is Team Trojan; correct?
		3	A Correct. Team Trojan coordinates the
		4	manufacturing and contracts the manufacturing.
	03:05	5	Q Is Team Trojan a separate entity?
		6	A No.
		7	Q Do you know anything about the Athletic
		8	Department the Athletic Department's licensing of
		9	marks as opposed to academic or the regular
	03:06	10	university licensing of marks?
		11	MR. ADLER: Objection. Vague and ambiguous.
		12	THE WITNESS: I know some, yes.
		13	BY MR. McELWAINE:
Í		14	Q Okay. What do you know about the Athletics'
	03:06	15	licensing program?
		16	A Maybe I can try to clarify a little bit of
		17	it. All licensing is run through the Trademark and
		18	Licensing Department at USC that Liz Kennedy runs.
		19	Q Right.
	03:06	20	A Athletics has an involvement of the approval
		21	of athletic marks, but they don't run their own
		22	licensing program.
		23	Q Okay. Do you know anything more about the
		24	approval process that Athletics undertakes?
	03:07	25	A Are you asking me what criteria they use in
Ý.			Opposition No. 91125615 ———

UNIVERSITY OF SOUTHERN) Opposition No. 125,615
CALIFORNIA,)
Serial No. 75/358,031
Opposer,)
Mark: SC (Stylized)
vs.)
Filed: September 16, 1997
UNIVERSITY OF SOUTH CAROLINA,)
Published: May 18, 1999
Applicant.)

ORIGINAL

DEPOSITION OF DANIEL R. STIMMLER

Los Angeles, California

Wednesday, August 17, 2005

[Excerpt]

Reported by:

LINDA A. BANKEY

CSR No. 7993

JOB No. 913006

Opposition No. 91125615 Univ. Southern California v. Univ. South Carolina

Esquire Deposition Services 323.938.2461

Opposer's Ex. No. <u>424,</u> Pg. No. <u>1.</u>

ĺ	01:27	25	Bookstore. Opposition No. 91125615 Univ. Southern California v. Univ. South Carolina
		24	A The building name is Pertusati University
		23	main location?
		22	Q Okay. And what's the the name of the
		21	A Yes.
	01:27	20	location?
		19	Q Okay. Well, why don't is there a main
	•	18	BY MR. McELWAINE:
		17	THE WITNESS: There's a lot of locations.
		16	locations?
,	01:27	15	There are, what, four locations? Five permanent
ĺ		14	MR. ADLER: Objection. Vague and ambiguous.
		13	currently say?
		12	Q Okay. What does the name on the bookstore
		11	been a bunch of different names at different times.
	01:27	10	A I think it still is to some people. It's
		9	as the "Trojan Bookstore," something to that effect?
		8	Q And so at one point, was the bookstore known
		7	University Bookstores.
		6	A Trojan Bookstores is a legacy name of the
1	01:27	5	Q What is the Trojan Bookstores?
		4 .	jobs as well.
	,	3	A That would be part of the duties of all the
	,	2	part of your your duties?
		1	Q Okay. And which jobs would that have been

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		1	A The mission of the USC Bookstore is to
	:	2	provide merchandise and services that help the
		3	academic mission of the university.
		4	Q Do you consider the Trojan Bookstore or the
	01:41	5	Jniversity excuse me USC Bookstore to be the
		6	official source for USC clothing and gifts?
		7	A Yes.
		8	Q And is the USC merchandise marketed to fans
		9	of the University of Southern California?
(01:41	10	A Yes, it is.
	Ī	11	Q We have been talking about some different
		12	locations.
		13	If you could, turn to the second page of
{		14	that printout.
	01:42	15	Is that a list of all the different
		16	locations of the University of Southern California's
•		17	bookstores?
		18	A It's missing one location.
		19	Q Okay. And what location is that?
	01:42	20	A It is our Library Store that is at
		21	University Village.
		22	Q What does the Library Store sell?
		23	A It sells men's- and women's-branded apparel.
		24	Q Is it in the library?
1	01:42	25	A No, it is not. Opposition No. 91125615 Univ. Southern California v. Univ. South Carolina

		_	The same of the sa
	1	1	Q Why does it have the name "Library Store"?
		2	A The team who put together the marketing plan
		3	for it selected the name "Library" for many reasons.
		4	Q Does the Web site contain different products
	01:43	5	than what is sold at your brick-and-mortar locations?
	:	6	A Sometimes.
	ä	7	Q Can you give me a feeling or a degree for
		8	how different the products are on-line as opposed to
	:	9	actually in the retail outlets?
	01:43	10	A I would say on average there's a 10 percent
		11	variance of what's on-line versus what's in our
		12	brick-and-mortar stores.
		13	Q And which way? More on-line or more in the
	;	14	stores?
	01:43	15	A I would categorize it as different.
		16	Q Okay. Explain that to me. I'm a little
		17	lost.
		18	A In creating a different store in different
		19	locations, you want to create different stories so
	01:43	20	that you as a customer will visit a location in any
		21	one of our areas, but you'll also be enticed to visit
		22	on-line to see what else is on there. So it's a
		23	philosophy adopted to keep the customer interested in
		24	each of your locations.
	01:44	25	Q Interesting. So is there a different story
,		y	Opposition No. 91125615

or feel for each one of these different locations that you have? A Yes. Q Okay. So tell me about the University Park Campus then. What is what is that store like? A The University Park Campus store is the largest store. So it encompasses the greatest selection of USC product. Q And is that in a particular part of campus? Tell me a little bit more about that. A That location is the Pertusati University Bookstore location that we discussed in the center of campus. Q Okay. Got you. What about the USC Dental Bookstore? Tell me about that one. A The USC Dental Bookstore is a small store located in the basement of the Dental School. It's primary focus on merchandise is USC dental and USC dental hygiene merchandise. We also carry some generic USC merchandise there as well.
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01:45 20 dental hygiene merchandise. We also carry some
generic USC merchandise there as well.
Q And what about the University Health Science
Bookstore? Tell me about that one.
24 A The University Health Science Bookstore
01:45 25 carries Keck School of Medicine merchandise,

•		Univ. South Carolina 3
	V	Opposition No. 91125615 Univ. Southern California v.
01:46	25	Q And why did you decide not to have any
	24	name apparel, nothing USC.
	23	is located across from our campus. It is all brand
	22	A The Library Store at the University Village
	21	the Library Store at the University Village.
01:46	20	Q And lastly, tell me a little bit more about
	19	Orange County.
	18	regional malls in the area. It's down in
	17	A South Coast Plaza is one of the larger
	16	Q And tell me what South Coast Plaza is.
01:46	15	that carries only USC merchandise.
-	14	A That is a store located in South Coast Plaza
	13	South Coast Plaza? Tell me about that.
	12	Q And what about the USC Collections in
	11	for that campus.
01:45	10	items. It really ranges to whatever the needs are
	9	some of the areas, there's concession food-type
	8	technical professional supplies, school supplies. In
	7	A There's textbooks, technical books. There's
	6	Q Okay.
01:45	5	A Correct.
į.	4	Q Are there textbooks?
	3	covering the general merchandise in each location.
·	2	a mix of generic USC merchandise as well. I'm only
/	1	Occupational Therapy, Physical Therapy, Pharmacy and

CERTIFICATE OF MAILING 37 CFR. §1.10

I, Mandy Robertson-Bora, hereby certify that I am depositing the foregoing OPPOSER'S NOTICE OF RELIANCE NO. 26 UNDER 37 C.F.R. § 2.120(j) AND TBMP § 704.09 OFFERING INTO EVIDENCE DISCOVERY DEPOSITIONS with the United States Postal Service as Express Mail, postage pre-paid, on May 11, 2006, in an envelope addressed to

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John C. McElwaine Liberty Center, Suite 600 151 Meeting Street Charleston, SC 29401-2239

Attorneys for Applicant University of South Carolina

A copy is being sent by e-mail to <u>JCM@nmrs.com</u> on the same_date.

Mandy Robertson-Bora